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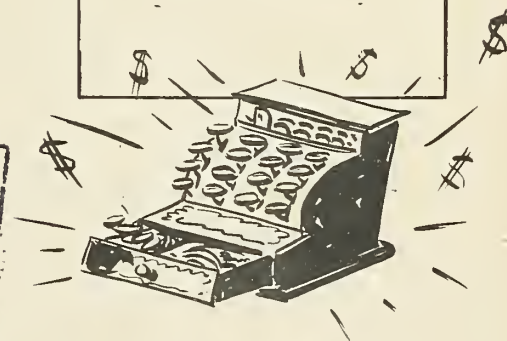
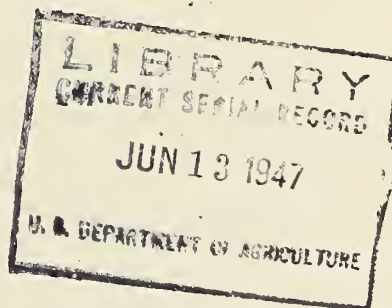
# "Consumer Time"

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FUNCTIONAL FASHIONS  
June 7, 1947

12:15 P.M. EDT

Consult your newspaper  
for local time



1. ANNCR: Today...the story of functional fashions on
1. A. SOUND: CASH REGISTER RINGS ...MONEY IN TILL
2. JOHN: CONSUMER TIME!
3. SOUND: CASH REGSITER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME ...by the U. S. Department of Agriculture. And here are your inquiring consumers, Mrs. Freyman and Johnny.
5. FREYMAN: Are you ready, Johnny?
6. JOHN: Ready for what?
7. FREYMAN: Why today's the day we go to the fashion show. Don't you remember?
8. JOHN: I thought you were kidding, Mrs. Freyman. After all...men don't go to fashion shows. I'd ooh and ah over the wrong things.

9. FREYMAN: Never mind. This is a special kind of fashion show. The U. S. Department of Agriculture's clothing specialists are putting it on especially for our CONSUMER TIME listeners. We're going to describe the new functional housedresses.
10. JOHN: That's fine. (DOUBLE TALK) What do you mean "we're going to describe." Remember me? Johnny, the mad male who thinks ankle length hobble skirts should be left back in the World War One days where they belong?
11. FREYMAN: I'll second that motion.
12. JOHN: Why, I don't know a pleated skirt from a Regency jacket.
13. FREYMAN: You're doing fine, Johnny. But you really don't have to worry. I'll do most of the commenting, and we'll have a guest clothing expert to tell us just what to look for in functional fashions.
14. JOHN: Okay...but maybe you'd better brief me a little on these... functional fashions.
15. FREYMAN: Well, this particular group of house dresses and aprons was designed by the Bureau of Human Nutrition and Home Economics.
16. JOHN: Mmm hmm...but where does the functional part come in?
17. FREYMAN: In the design. You see, Johnny...homemakers need clothing suited to their jobs in the house and in the garden. They need clothes that are comfortable and save time and energy.
18. JOHN: Kind of like the way a carpenter needs overalls and an automobile mechanic needs coveralls.
19. FREYMAN: That's the idea. But many homemakers forget this. They buy or make housedresses because they have heart-shaped pockets...or perky ruffles. Women actually give more attention to choosing the right kinds of pots and pans than they do to housedresses and aprons.

20. JOHN: Well, I think a housedress should be pretty.
21. FREYMAN: So do I. But it can be pretty and functional at the same time...whether you make or buy your housedresses. Say...I have an idea. We can have a "before and after" fashion show.
22. JOHN: Oh fine! I'm worried about a plain ordinary one...and now what?
23. FREYMAN: No, listen. This will be easy. You'll describe the housedresses that aren't functional...
24. JOHN: Oh no...
25. FREYMAN: (IGNORING HIM) And then we'll have another model come out with a functional housedress...and I'll describe that.
26. JOHN: The answer is no...N-O.
27. JOHNNY: But Johnny, all you have to do is describe what the model is doing...
28. JOHN: No...no...no...
29. FREYMAN: (AT THE SAME TIME) Now it's very easy...all you have to do...
30. MUSIC: DROWNS THEM OUT WITH "LOVELY TO LOOK AT". KEEP IN BG A LA FASHION SHOWS
31. JOHN: This model is showing a housedress that's too tight across the back. She can't raise her arm easily to wash windows or put things away in a high cupboard. (SOTTO VOCE) How am I doing, Mrs. Freyman?
32. FREYMAN: Fine, Johnny. (RAISES VOICE) Now the next model is showing a functional dress that has a blouse back designed for action. This one has a pleat...but gathers or any other feature that gives the dress width, will do. But remember that the fullness is placed where it can spread with your arm and shoulder movements.



33. JOHN: Now the next model is showing a kind of pretty flowered skirt. Lots of skirt to it. I believe it's called a dirndl?
34. FREYMAN: That's right.
35. JOHN: But evidently a dirndl isn't such a good idea for a kitchen... as this model is illustrating. Right at the moment she has stooped to put some things away in a low kitchen shelf. And yes...she's stepping all over herself in her enthusiasm. She's fouled up in her own gear. Just too much skirt.
36. FREYMAN: The next dress remedies that. This one has a moderately wide gored skirt. That's safest for work around the home. It's cut wide enough at the bottom so that the homemaker can walk, run, stoop, and climb a step ladder successfully. This is a good skirt too because it's fitted enough about the hips so that it stays in place.
37. JOHN: Is it my turn again?
38. FREYMAN: Mmm hmm...you're going great.
39. JOHN: Well, this next <sup>has</sup> housedress / a tight skirt. It looks to me like a no stoop...no squat...
40. SOUND: TEARING CLOTH
41. JOHN: Whoops...no skirt edition. A little hampering for an active housewife, I should think.
42. MUSIC: CHANGES TO "THE GOOD OLD SUMMER TIME" HOLD UNDER
43. FREYMAN: Now...the next group of dresses to be modelled are especially designed to show what a housedress should and should not have for hot weather. Johnny...see if you can spot the "should not's."
44. JOHN: Okay, I'll try. Well...that first one is easy. Even a mere male (what am I saying?) can tell that a housedress with sleeves is warmer than one without. Right?

45. FREYMAN: Absolutely...so our next functional dress is a special warm weather edition with wings in place of sleeves. These wings are double-layered to hold their shape and crispness from one laundering to the next.
46. JOHN: Sure and she looks like an angel with those wings.
47. FREYMAN: Oh Johnny! But seriously...these wings are styled for shoulder width...so they don't need any padding. And they're stitched on the side, front and back seams for durability and easy sewing. This method of placing the wings gives a better fit...You get a three-dimensional feature because it provides for the body's thickness under the arm.
48. JOHN: That sounds a little complicated to me...and I'm looking right at a wing dress. Do you think our listeners get a clear picture of it all? Of course, I'm just a mere male as I said before.
49. FREYMAN: Well, don't worry, Johnny. We have a special free booklet to offer our listeners at the end of the program. It describes these new dresses...and has sketches of the dresses too. And now, on to the next dress.
50. MUSIC: SWITCHES TO "WHISTLE WHILE YOU WORK."
51. FREYMAN: These dresses...all with wings instead of sleeves...will help you whistle while you work in hot weather.
52. JOHN: WHISTLES A LONG LOW WOLF CALL
53. FREYMAN: Johnny! Is that for the model or the dress?
54. JOHN: (INNOCENTLY) Why the dress of course.
55. FREYMAN: Okay. Well, this is an improved pull-over dress. It's popular with slender women and girls. It's really easy to make and is a wonderful project for 4-H Club girls.

56. JOHN: My wife has one something like that. What's improved about this edition?
57. FREYMAN: Well, instead of the one-piece front and one-piece back of the usual pull-over...this one has side, front, and back seams.
58. JOHN: So?...asked he, sticking his neck out.
59. FREYMAN: So...everybody knows that means a better fit and more comfort and better looks.
60. JOHN: Everybody knows that?
61. FREYMAN: Absolutely!
62. JOHN: Hmmm!
63. MUSIC: SWITCHES TO ZIPPETY DO DA
64. FREYMAN: There's the music for our zippered dress. And here it is. Isn't that a pretty housedress, Johnny?
65. JOHN: Meets all my requirements.
66. FREYMAN: I think it would meet any homemaker's requirements too. It has no collar of course. They're too hot for summer. And the neckline is slightly pointed...so it won't be strained by the pull of the zipper. This dress has narrow ties that hold the waist smooth. And the wearer can adjust them to suit her comfort.
67. JOHN: That sounds like a good idea.
68. FREYMAN: Now one more house dress to be modeled...and then we'll have some of the new aprons.
69. JOHN: Aprons? Excuse me, Mrs. Freyman. I'll be back in a minute... got an errand to do.



70. FREYMAN: All right, Johnny. Now, here's the surplice dress...a perennial favorite...easy to put on and take off. It's especially nice for the woman who sews for herself and dreads trying on for fit. You can take it off and put it on again so easily and quickly. It's a very good dress for farm women too. They can slip into a fresh housedress in a jiffy just before the men come in for a meal. And now I think we're ready for the aprons.
71. MUSIC: "LOVELY TO LOOK AT"
72. FREYMAN: This first model is wearing an adjustable apron. And a very attractive one. I understand this apron can be made from a yard of thirty-six inch material...if you cut carefully. It's simple to make...has only two seams. The shoulder straps are shaped so they won't slip. And here's another good feature. This apron will fit almost any member of the family <sup>you</sup> simply adjust the cord that runs through the three loops attached to the V-shape joining of the straps, and at each side of the waist.
73. JOHN: Hi, Mrs. Freyman.
74. FREYMAN: Goodness! What have we here? Johnny in an apron?
75. JOHN: Yep. They asked me to model this special man's apron. And I think I'll comment on it at the same time.
76. FREYMAN: Go right ahead.
77. JOHN: Well...the first thing I notice about this apron is...it's long enough. And it's adjustable....
78. FREYMAN: It looks good. Do you like an apron with shoulder straps like this...rather than a carpenter's apron, Johnny?
79. JOHN: Sure do. Those carpenter's aprons are too small. Say... did you notice the pockets in this, Mrs. Freyman?

80. FREYMAN: Mmm hnn.
81. JOHN: Pretty huge...I can carry plenty of broken dishes in them.
82. FREYMAN: Oh Johnny! Well, you can admire yourself in your good looking apron...but I've got to describe this kneeling apron.
83. JOHN: Okay, I'll help. This model has a pail and a scrub brush. Is she going to wash the floor, Mrs. Freyman?
84. FREYMAN: No...she's just going to illustrate how this kneeling apron works. See, when she kneels down...she unsnaps that pocket in the front of the apron, turns it inside out and tucks it under her knees.
85. JOHN: Very clever.
86. FREYMAN: It's lined with a waterproof plasticized material. So now she's protecting her skirt and her knees. When she stands up...as she's doing now. She folds the pocket back...snaps it. And there's a handy pocket for gardening tools or anything else she wants to carry.
87. JOHN: This next apron looks interesting.
88. FREYMAN: Mmm hnn. It's the basket apron...designed for double duty. The homemaker can use it as a serviceable round-the-house apron. Or she can pull the drawstrings and have a basket for carrying things...and still have both hands free.
89. JOHN: Well...those aprons certainly earn the name "functional". But wait! ...What's this next apron? Or is it a dress? Or is it a surplus army tent? It's so big...for that model.
90. MUSIC: OUT

91. FREYMAN: (LAUGHING) That's a deliberate plant, Johnny...to illustrate how some people buy a size larger in everything...instead of buying or making a dress that's styled with ease. And that expression "styled with ease" is a favorite one with our guest Clarice Scott, the U. S. Department of Agriculture clothing specialist who designed all the functional housedresses and aprons we've described today.
92. JOHN: Welcome to CONSUMER TIME, Miss Scott...it's been a long while since you've paid us a visit. How'd you like the fashion show we described for our listeners?
93. SCOTT: I think you both did a fine job, Johnny. Naturally, I'm prejudiced in favor of functional housedresses and aprons.
94. FREYMAN: Miss Scott, I think it would be interesting to hear how you work up some of these housedresses in your clothing laboratory.
95. SCOTT: Well, if we want an outfit that's especially functional for a certain job...whether it's gardening or housework generally the whole staff talks it over first. We study the job and then we get everybody's ideas. Then we work up a muslin pattern. When it's perfected we make up a sample dress, and since we retail about the same size we take turns wearing it at home...working in it...and washing and ironing it.
96. FREYMAN: Then you compare notes?
97. SCOTT: That's right. So by the time we decide on the final design for each garment it really suits the job.
98. FREYMAN: I think we'd better get some of your ideas on functional work clothes first hand, Miss Scott. What should a really functional housedress have?

99. SCOTT: I'd consider a garment functional if it allows free action and is cool for comfort. It should be a safe dress, neither wide nor narrow skirts to bother you when you stoop or get up and down on ladders...as you mentioned before. No extra bows or long sleeves to catch on pot handles while you're working at the stove. Then a functional housdress should have time and energy saving features.
100. JOHN: Like some of those in our fashion show?
101. SCOTT: Exactly. Then the garment is quick and easy to put on... quick and easy to iron. All our housedresses have double stitched seams. That holds them flat and firm...easy to iron...and strong as iron.
102. FREYMAN: Double stitched seams never stretch out of shape, do they?
103. SCOTT: That's right. They last as long as the dress does. And speaking of seams, you may have noticed in the dresses that were modeled, that the pockets were sewn right into the seams. And that has a lot of advantages.
104. JOHN: I'll take a guess...it makes the pockets stronger?
105. SCOTT: That's one reason. Another is it's easier for the home sewer to do. Functional clothes have only useful pockets...and they're placed where you can use them without fumbling.
106. FREYMAN: All of these functional features are described in the booklet we're going to offer free to our listeners. So now, I'd like to swing the discussion over to fabrics. I should think they enter into the question of functional work clothes.
107. SCOTT: Indeed they do, Mrs. Freyman. Remember that kneeling apron in the fashion show? That had a plasticized waterproof material for the kneeling part.



108. FREYMAN:       Plastics were one of the things I wondered about. Have you tried making many clothes with them?
109. SCOTT:         Yes, we try as many new materials as we can get. We've found the plasticized materials are easy to work with. They are easily cleaned and protective. But they're too warm. They're not breathing materials.
110. JOHN:          They're not...what?
111. SCOTT:         Breathing materials...they don't let the air through. We think the water resistant fabrics are better when you have to think of keeping cool. Out at the clothing laboratory, we're also interested in some of the new fabrics that were developed for the military during the war. We think that many of the new fabrics have a future in functional work clothes for women and children too. For instance...there is one made to give with your movements, but it will fit nicely when you're not moving. Other fabrics to keep an eye out for are the new cotton knits...something like the wool jersey that's so popular now.
112. FREYMAN:       Well, I think homemakers will all be interested in watching for these new fabrics...whether they buy or make their own housedresses and aprons. Thank you very much, Clarice Scott of the U. S. Department of Agriculture for providing the material for our functional fashion show. And now, Johnny... how about telling our listeners how to get a copy of the booklet we mentioned.

113. JOHN: All right. Friends, you can get a free booklet with sketches and descriptions of the four new functional housedresses and the adjustable apron you heard about on this program today. Just drop a post card to CONSUMER TIME, Washington 25, D. C., and ask for the booklet on housedresses. That address again is CONSUMER TIME, Washington 25, D. C. And now, Mrs. Freyman. What's ahead for next week's program?
114. FREYMAN: Next week is CONSUMER TIME's birthday program.
115. JOHN: Say, that's right...fourteen years on the air.
116. FREYMAN: Fourteen years of the very latest news about foods... nutrition...household equipment...all kinds of consumer problems. And next week's program is going to tell how research work is helping consumers to better living.
117. JOHN: Fine...hope all our friends are with us next week for the fourteenth birthday edition of
118. SOUND: CASH REGISTER
119. ANNCR: CONSUMER TIME
120. SOUND: CASH REGISTER...CLOSE DRAWER
121. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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